



IARI *reporter*

industrial advertising research institute

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"MOTIVES IN INDUSTRIAL BUYING" BEING MAILED TO SUBSCRIBERS

IARI's new 124-page Report #9 covering 58 buying influences in 24 companies is now being mailed to Institute subscribers. Additional copies of the 12-page "highlights" booklet, included with each report, are available upon request to IARI, P.O. Box 411, Princeton, N. J.

OBJECTIVES AND FINDINGS OF MOTIVATION STUDY REVIEWED IN NEW YORK

Nearly 50 IARI subscriber representatives attended a luncheon in New York on November 18 for an introduction of the study. A critique of the objectives and findings was given by Dr. Joseph E. Bachelder, Institute Managing Director. Similar discussions of the study are planned as part of one-day IARI subscriber seminars to be held next spring in Chicago, Cleveland, New York, Philadelphia and Pittsburgh.

Chairman of the Project Council for the motivation report was George Robertson, General Electric Co. Other council members were Harold Snyder, Arcos Corp.; Robert Uhl, Batten, Barton, Durstine & Osborn, Inc.; H. E. Van Petten, B. F. Goodrich Industrial Products Co.; John Veckly, United States Steel Corp.; Dr. Charles Winick; and J. D. Wood, Jones & Lamson Machine Co.

HERE'S A WAY TO GET YOUR BUDGET PLANNING STARTED ON THE RIGHT FOOT

Before delving into the details of budget preparation, it might be helpful to begin with a review of the broad aims and policies of your company. As a first step, IARI Report #3, "How to Establish the Budget for Advertising Industrial Products," offers on Page 16 a check list to set your over-all program in the right focus.

SIX CRITERIA FOR APPRAISING ADVERTISING-SALES COORDINATION

The survey used in developing IARI's Report #8, "How to Coordinate Industrial Sales and Advertising," found no established method for appraising advertising-sales coordination. More importantly, however, the survey did provide the basis for a proposed method.

According to the proposed method, management determines the extent to which advertising and sales objectives, planning and activation of plans satisfy the six criteria established. These criteria are discussed beginning on Page 13.

ACROSS THE EDITOR'S DESK

The industrial marketing research report, known as the London Study, has recently been published in book form under the title, "How Industry Buys, with conclusions and recommendations on marketing to industry." The study probed in depth the industrial purchasing-selling process in Canada and was sponsored by Canadian chapters of AIA and Business Newspapers Asso. of Canada. Copies of this report may be obtained from BNA, 100 University Ave., Toronto, at \$7.50 a copy postpaid.

STUDY ON TECHNIQUES AND STANDARDS OF MAILED READERSHIP STUDIES COMING UP

Next major IARI report will be a study on the meaning and interpretation of mailed readership questionnaires. Project council members met on November 12 to analyze material tabulated by Opinion Research Corporation, retained to do field work for this study. Tabulations were approved and report is now being written.

Attending this session were Project Council Chairman Edmund Greene, Monsanto Chemical Company; R. A. LeFevre, Ohio Brass Company; and Frank Pensinger, Monarch Machine Tool Company. Other members of this council are: Edward Bloom, Sun Oil Company; William O. Morris, Westinghouse Electric Corporation; and Ross Pilling, Erwin Wasey, Ruthrauff & Ryan.

DOES YOUR METHOD FOR PROCESSING INQUIRIES GET THE MOST OUT OF YOUR ADVERTISING DOLLARS?

For a quick run-down of the 12 basic requirements of practical inquiry handling, turn to Page 17 of IARI Report #1. Observations are based on the combined strength of the 32 successful systems studied in developing this report, "A Study of Methods for Handling and Evaluating Industrial Advertising Inquiries."

WE ALL LIKE TO BE QUOTED

"Dun's Review and Modern Industry" observed the following in its October 1959 issue:

"The effectiveness of trade show participation depends largely on the individual exhibit, judging from a study of a typical industrial show by the Industrial Advertising Research Institute. This analysis indicated that successful exhibits have these things in common:

- They are built around a unified theme.
- They make heavy use of demonstrations, including models and graphic presentations.
- They are keyed to the needs of potential customers.
- They contain a minimum of distracting, extraneous elements.
- They concentrate on getting across believable ideas."

A full discussion of these and other exhibit-enhancing elements is covered in Section V of IARI Report #7, "How to Get More Value from Trade Show Exhibits."

TWO NEW IARI SUBSCRIBERS

Preformed Line Products Company of Cleveland and United Steel Corporation Limited of Toronto joined the Institute during November.

IARI STUDIES UNDERWAY TO HELP YOU
GET FULL MARKETING VALUE

IARI research projects in various stages of completion include:

"Techniques and Standards of Mailed Readership Studies"
(See progress report on Page 2)

"A Study of Direct Mail Reading Patterns"

"How to Merchandise Industrial Advertising and Sales Promotion"

"A Statistical Study of Copy Characteristics"

"Who Does the Buying in Industry?"

"A Study of Reader Profiles"

"How to Make Your Industrial Catalog More Effective"

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